

Channels should have been cleared early in the program to allow Specialized Periods staff to make direct approaches to relevant industries through a planned, professional marketing strategy. Closer working relationships with Canadian Trade Commission representatives in each country would also have benefited the program.

- **High Cost of Participation.** The cost of transporting equipment to Vancouver (or taking the equipment out of service for the duration of the display), which had to be borne by the country or industry, was prohibitively high for many potential exhibitors, especially for those wishing to exhibit heavy equipment. Pavilion budgets, in most cases, could not be stretched to subsidize participation by interested industries. Even a Specialized Periods subsidy program designed to defray the costs of participation in endorsed commercial trade shows was not sufficient incentive to overcome this problem.
- **Competition with Pavilions.** In some countries, the Commissioner Generals were not anxious to promote Specialized Periods opportunities to interested industries since they needed the financial support and or commitment of exhibit items from the industries for their national pavilions.
- **Competition with Established Exhibitions.** While Specialized Periods staff made every effort to identify existing, established trade exhibitions and to convince the organizers to move the exhibitions to Vancouver in 1986, in a number of cases this was not possible, and Specialized Periods exhibitions suffered as a result. The Farnborough Airshow in Britain is an example of a well-established trade show that had a negative impact on British and European participation at AIR FAIR 86 because it was held at about the same time.
- **Complexity of the Program, Changing Focus.** The broad definition of the objectives and scope of the Specialized Periods, the sheer volume of events and range of different types of events, the endorsement program, the complex and varied relationships between EXPO 86 and the organizers of different events and changes in the direction of the program as its development progressed, made it difficult for anyone outside the program to understand it. International participation in the specific equipment exhibitions associated with each Specialized Period might have been greater if Specialized Periods literature, correspondence and meetings had only focused on these opportunities, not the full range of events.